



WFLX

## ORDER

Print Date 09/27/12 Page 1 of 3

Flight Dates 09/28/12-10/04/12

Contract / Revision 828419 /

Original Date / Revision  
09/27/12 09/27/12

Advertiser West, Allen/R/US House 18

Agency Strategic Media Svcs

Buying Contact

3299 K Street NW  
Suite 200  
Washington, DC 20007Primary Account Executive  
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

## Product

Allen West Sked B

Agency Com 15%

## Billing Contact

3299 K Street NW  
Suite 200  
Washington, DC 20007

Sales Office H-DC

Sales Region National

## Agency Ref

Order Sep 00:15:00

## Estimate #

Alt Order # 06353021

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candid

Product Codes PL810

Priority P 1

## Advertiser Ref

Order Share % Market Value

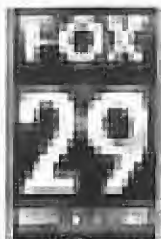
Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	12	\$3,638.00	\$4,280.00	0.00	08/27/12	09/30/12	12	\$3,638.00	\$4,280.00
October 2012	38	\$9,711.25	\$11,425.00	0.00	10/01/12	10/04/12	38	\$9,711.25	\$11,425.00
Totals	50	\$13,349.25	\$15,705.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WFLX	10/01/12	10/03/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	MTW----	:30	3	\$100.00	P 2	0.00 NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTW----		3			\$100.00		0.00			
E 2	WFLX	09/28/12	09/28/12	MORNING NEWS 8A FOX 29 MORNING NEWS!	Comm	8-9A	----1--	:30	1	\$100.00	P 2	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--		1			\$100.00		0.00			
E 3	WFLX	10/01/12	10/04/12	MORNING NEWS 8A FOX 29 MORNING NEWS!	Comm	8-9A	MTWT---	:30	4	\$100.00	P 2	0.00 NM	4	\$400.00



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Contract / Revision

828419

Flight Dates 09/28/12-10/04/12

Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:15:00

Advertiser West, Allen/R/US House 18 Product Allen West Sked B

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WFLX	10/01/12	10/04/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	MTWT---	:30	4	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					4	\$100.00		0.00			
E 4	WFLX	09/30/12	09/30/12	FOX News Sunday FOX NEWS SUNDAY	Comm	9-10A	-----1	:30	1	\$75.00	P 2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1					1	\$75.00		0.00			
E 5	WFLX	09/28/12	09/28/12	AMERICA NOW 1-2P AMERICA NOW	Comm	1-2P	----1--	:30	1	\$75.00	P 2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--					1	\$75.00		0.00			
E 6	WFLX	10/01/12	10/04/12	AMERICA NOW 1-2P AMERICA NOW	Comm	1-2P	MTWT---	:30	4	\$75.00	P 2	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					4	\$75.00		0.00			
E 7	WFLX	09/28/12	09/28/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	----1--	:30	1	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--					1	\$100.00		0.00			
E 8	WFLX	10/01/12	10/04/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	MTWT---	:30	4	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					4	\$100.00		0.00			
E 9	WFLX	09/28/12	09/28/12	EXTRA EXTRA	Comm	430-5P	----1--	:30	1	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--					1	\$100.00		0.00			
E 10	WFLX	10/01/12	10/04/12	EXTRA EXTRA	Comm	430-5P	MTWT---	:30	4	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					4	\$100.00		0.00			
E 11	WFLX	09/28/12	09/28/12	RAYMOND RAYMOND	Comm	6-630P	----1--	:30	1	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--					1	\$100.00		0.00			
E 12	WFLX	10/01/12	10/04/12	RAYMOND RAYMOND	Comm	6-630P	MTWT---	:30	4	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					4	\$100.00		0.00			
E 13	WFLX	09/28/12	09/28/12	BIG BANG THEORY BIG BANG THEORY	Comm	7-7:30P	----1--	:30	1	\$435.00	P 1	0.00	NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--					1	\$435.00		0.00			
E 14	WFLX	10/01/12	10/04/12	BIG BANG THEORY BIG BANG THEORY	Comm	7-7:30P	MTWT---	:30	4	\$435.00	P 1	0.00	NM	4	\$1,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					4	\$435.00		0.00			
E 15	WFLX	09/28/12	09/28/12	BIG BANG THEORY BIG BANG THEORY	Comm	730-8P	----1--	:30	1	\$435.00	P 1	0.00	NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--					1	\$435.00		0.00			



AGREEMENT FORM FOR  
POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WFLX, West Palm Beach FL

Date:

9.28

I, Lara Marcello

am appearing on behalf of Allen West, a legally

qualified candidate of the Republican political

party for the office of US Congress

in the General

election to be held on: 11/6/12

I hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	WFLX #828419				

Total Charges:

13349.25

If programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below.

I represent that the payment for the above described broadcast time has been furnished by:

Allen West for Congress

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Greg Wilder - PO Box 1000, Deerfield Beach, FL 33441 877-906-2010

This station has disclosed to me its political advertising policies, including: applicable classes and rate and discount, promotional and other sales practices (not applicable to federal candidates)

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

7/31/12  
Date

[Signature]  
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]  
Signature

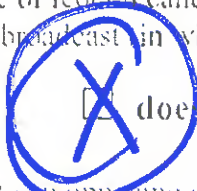
John Herschman  
Printed Name

GM  
Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Lara Marcus  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement.



☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee

Lara Marcus

printed name

7/31/17

date



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	John Heislman	<b>STATION:</b>	WFLX
<b>FROM:</b>	Will Hildebrandt	<b>HRP OFFICE:</b>	Washington DC

**REQUEST RECEIVED FROM**

**DATE:** 6/5/12

<b>BUYER:</b>	Lara Marcello
<b>AGENCY:</b>	Strategic Media Services
<b>ADDRESS:</b>	3299 K St. NW Suite 200 Washington DC 20007
<b>PHONE #:</b>	202 337 5700
<b>FAX #:</b>	202 337 8484
<b>OTHER:</b>	

**AVAILS FOR**

<b>COMMITTEE:</b>	Allen West for Congress 2012
<b>CHAIRPERSON:</b>	
<b>TREASURER:</b>	
<b>ADDRESS:</b>	PO Box 1108 Stuart, FL 34995
<b>PHONE #:</b>	772 600 7123
<b>FAX #:</b>	877 906 2010
<b>OTHER:</b>	

**FOR**

<b>CANDIDATE:</b>	Allen West
<b>OFFICE:</b>	Congress
<b>PARTY:</b>	Republican

<b>DAYPARTS:</b>	ALL
<b>SCHEDULE DATES:</b>	As Ordered
<b>COMMERICAL LENGTH:</b>	:30'S
<b>PROGRAMS:</b>	ALL
<b>PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE</b>	